

Strategies applied in translation of English book titles

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Abstract

Translation Studies is the field of study that deals with the theory, description, and application of translation. Because it examines translation not only as interlingual transfer but also as intercultural communication. The purpose of this research is to examine strategies applied in translating English book titles to Persian. For the purpose of this research at first, extracted the list of books published by Franklin Publishing between 1953 and 1973 from the National Library of Iran's website and then turned the list into a corpus and This list contained information such as the book's title, the book's translator, the book's publisher, and the book's English title and after Based on the genre chose from this list, extracted the titles of books in the field of Social Science, Religion and placed the titles of Religion and Social Science books in separate lists ,and then Based on the Yin theoretical framework, determined the strategy , and counted the strategies used in each area separately and placed their numbers in a table ,and calculated the frequency percentage of the strategies used and placed it in a pie chart. The result of studies show that strategies applied in translating social science the most used strategy is literal translation with a frequency percentage of 64.42, and the least used strategy is Explication with a frequency percentage of 9.48. Other strategies used for proving a new title have a frequency of 25%. strategies applied in translating Religion the most used strategy is literal translation with a frequency percentage of 59, and the least used strategy is transliteration with a frequency percentage of 8. Other strategies used for proving a new title have a frequency of 3.

Keywords: Translation Studies, Translation history, Book title

Introduction

Translation Studies is the field of study that deals with the theory, description, and application of translation. Because it examines translation not only as interlingual transfer but also as intercultural communication, it can also be described as an interdisciplinary which touches on other diverse fields of knowledge, including comparative literature, cultural studies, gender studies, computer science, history, linguistics, philosophy, rhetoric, and semiotics. Translation Studies is often paired with Interpreting, although the two are distinct fields.

Translation history ('historiography' is a less pretty term for the same thing) is a set of discourses predicating the changes that have occurred or have actively been prevented in the field of translation. Its field includes actions and agents leading to translations (or non-translations), the effects of translations (or no translations), theories about translation, and a long etcetera of causally related phenomena.

Thus conventionalized, translation history can be subdivided into at least three areas: 'archaeology', 'criticism' and something that, for want of a better word, we call 'explanation':

Translation archaeology is a set of discourses concerned with answering all or part of the complex question 'who translated what, how, where, when, for whom and with what effect?'. It can include anything from the compiling of catalogues to the carrying out of biographical research on translators.

Historical criticism would be the set of discourses that assess the way translations help or hinder progress.

Explanation is the part of translation history that tries to say why archaeological artefacts occurred when and where they did, and how they were related to change. Archaeology and historical criticism are mostly concerned with individual facts and texts. Explanation must be concerned with the causation of such data.

Review of the related literature

Experiments on book titles were conducted in 2019 by a researcher named Christiane Nord. Titles are essential for capturing the reader's attention and facilitating their understanding of a work. They convey the genre, substance, and attributes of the text, and can be customized to the local culture. Translators frequently must endorse or contest specific title preparations, as a mere "literal" translation is insufficient. This work utilizes a collection of titles from many languages to illustrate the forms and functions of book titles, so establishing an effective basis for their translation and addressing issues that emerge from a practical viewpoint.

In 2024 the authors Ali Salami analyzed This research analyses the strategic distinctions in the translation of book titles for children and adults in Persian. The study revealed that children's titles predominantly employed social and semantic translation, whereas grownup titles utilised literal translation. The study emphasizes the necessity for diverse talents and methodologies in translating children's literature, with an increased frequency of variations in such works signifying enhanced originality to engage younger readers.

In 2017 the author Amirhoushang Cheraghalikhani analyzed This study examines the elements influencing the translation of book titles throughout a five-year period (1390-1395). It emphasizes overarching elements such as different frameworks, ideas, and tactics employed by translators, in addition to external considerations like its context, discourse, and The use of critical discourse analysis (CDA). The study underscores the intricacies of translation and the discourse on the identification of an appropriate equivalence.

Verteminen (2008) conducted This research looks at the procedure of translating book titles between English and Swedish. It delineates nine prevalent methods, involving retaining the original title, literal translation of the title, modified literal translation, partial retention of the original title with an accompanying literal translation, appending a Swedish tag to the English title, appending a Swedish tag to the literal translation, translation with omissions, formulating a new title partially linked with the initial, and devising a wholly distinct title. The research indicates that Swedish the audience possess a higher proficiency in English, facilitating adherence to the original writing.

Experiments on book titles were conducted in 2019 by a researcher named Morevej Mehr The article focusses on "title" as a grammatical construction, text kind, and paratextual element, emphasizing the translation issues encountered by translators. The discipline of tetralogy, which examines titles, has garnered interest mainly because of their substantial impact on depictions of culture. The research examined 170 translated works from English to Persian, classifying for artistic, humanistic, and experimental genres. A review comprised two sections: examining title structure and multiple uses, and determining generic translation procedures. The findings indicated that literal translation was predominant, however translations recognised cultural standards and specific variances.

According CRISTIAN NICOLAE (2021) This article assesses the practical aspects of translating books names in communication, emphasizing the interplay between "fidelity" and "inventing" to validate the lexical specificity of titles as either reader-oriented or a content-based.

Yin (2009) has provided a theoretical framework for translating the title, which is as follows:

1_ Transliteration: As English title often have their settings, heroes' or heroines' names as titles, transliteration, i.e. borrowing the sound of the SL, can be employed when titles are place or personal names, especially when these names are familiar to the target audience.

2_ Literal translation: By converting the SL grammatical constructions to their nearest TL equivalents, literal translation can preserve both the content and the form of the original to a maximum.

3_ Explication: To some titles, especially some allusive ones, whose literal translation cannot describe the story neatly and thus fails to provide information and attract the audience, more details have to be added to make them more explicit. Instead of being chosen randomly, these details should be based on the story and able to help polish the titles.

4_Adaptation: is to change the cultural references. Bearing in mind the principle of cultural awareness, the translator must first understand the cultural information within titles, and then exert himself to find proper equivalents, which can be understood, accepted and appreciated by the audience easily.

5_Providing a new title: Language in titles is creatively used. Certainly there are titles to which the four techniques above are not applicable. Thus the translator sometimes has to provide a new title for the and rely on his own intuition and taste to choose one good translation among all the possible translations. The new title should factually and accurately describe the story.

Review the literature on translation of titles. The researchers notice that little studies have been conducted about the translation of book titles from English to Persian. The purpose of this research is to examine strategies applied in translating English book titles to Persian.

Methodology

This research is of the descriptive-corpus type. At first , extracted the list of books published by Franklin Publishing between 1953 and 1973 from the National Library of Iran's website and then turned the list into a corpus and This list contained information such as the book's title, the book's translator, the book's publisher, and the book's English title and after Based on the genre chose from this list, extracted the titles of books in the field of Social Science, Religion and placed the titles of Religion and Social Science books in separate lists ,and then Based on the Yin (2009) theoretical framework, determined the strategy , and counted the strategies used in each area separately and placed their numbers in a table ,and calculated the frequency percentage of the strategies used and placed it in a pie chart.

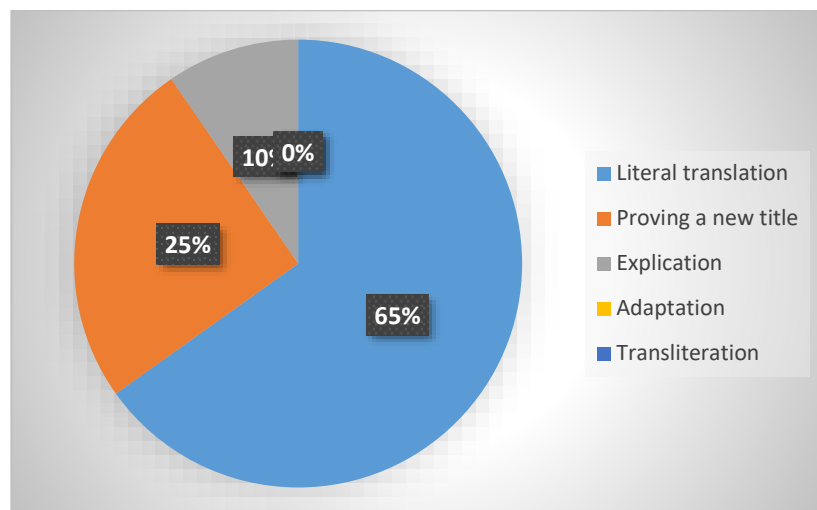
Result and Discussion

Table1. Strategies applied in translating social science books

Strategy	Literal translation	Proving a new title	Explication	Adaptation	Transliteration
Number	67	26	11	0	0

According to table above, the most used strategy is literal translation with a count of 67, and the least used strategy is explication with a count of 11. Other strategies used for proving a new title number 26.

Chart1.Strategies applied in translating social science chart of Frequency percentage



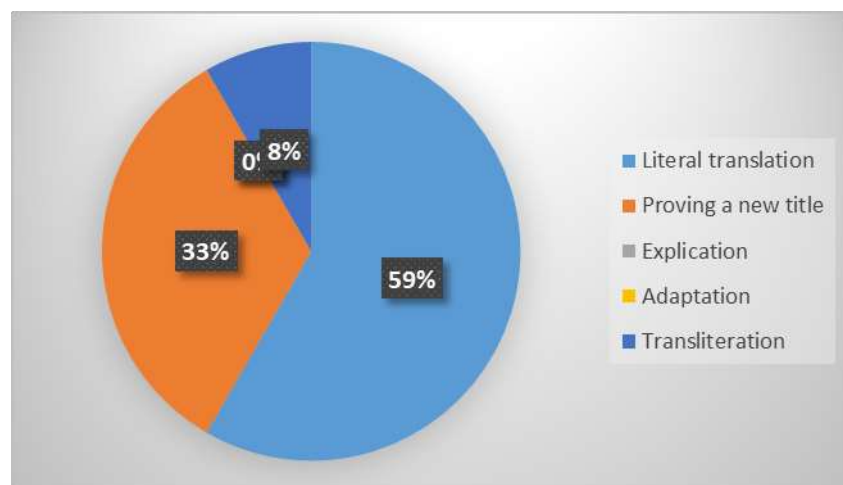
According to above chart, the most used strategy is literal translation with a frequency percentage of 64.42, and the least used strategy is Explication with a frequency percentage of 9.48. Other strategies used for proving a new title have a frequency of 25%.

Strategies applied in translating Religion table of number

Strategy	Literal translation	Proving a new title	Explication	Adaptation	Transliteration
Number	<u>7</u>	<u>4</u>	<u>0</u>	<u>0</u>	<u>1</u>

According to table above, the most used strategy is literal translation with a count of 7, and the least used strategy is transliteration with a count of 1. Other strategies used for proving a new title number 4.

Chart2.Strategies applied in translating Religion chart of Frequency percentage



According to above chart, the most used strategy is literal translation with a frequency percentage of 59, and the least used strategy is transliteration with a frequency percentage of 8. Other strategies used for proving a new title have a frequency of 33.

Conclusion

The naming strategies play a crucial impact in how a book is sold. A good title can entice the client to buy the book and the reader to read it. Although the book has an excellent and compelling plot, a weak title may interfere with these procedures. In general, there have been few studies on the translation of book titles from English to Persian. Considering the discussed results, the most commonly used strategy in translating book titles from English to Persian is literal translation. More research with additional data in this field is needed. It would be better to examine the translation of movie titles in various genres in addition to the translation of book titles.

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